

AVMSD TRANSPOSITION HIGHLIGHTS – BELGIUM (DE)



Belgium (German speaking community) has transposed the AVMSD 2018/1808 with the Decree on Media Services and Cinema Screenings that entered into force on 12 April 2021:

<https://vlex.be/vid/1-marz-2021-dekret-864097275#>



Protection of minors (Article 6a of the AVMSD)

- *General appropriate measures shall be taken to ensure that audiovisual media services may not impair the physical, mental or moral development of minors*



Accessibility (Article 7 of the AVMSD)

- *Accessibility measures must take into account the provisions on the accessibility of services for people in need of assistance, adopted by the government on the proposal of the Office for Independent Living of the German-speaking Community.*



European works (Article 13, 16, 17 of the AVMSD)

- *30% quota obligation for European works in VOD catalogues and general prominence obligation*
- *Non-domestic targeted VOD service providers may also be obliged to pay proportionate and non-discriminatory financial contributions*
- *More than half of the transmission time obligation for broadcasters for European works, and 10% of their annual programming time for independent works*



Advertising (Article 23 of the AVMSD)

- *Television advertising spots and teleshopping spots: 06.00-18.00 and 18.01-24.00: max. 20% of that period*



Video-sharing platforms (Article 28b of the AVMSD)

- *Disputes between users and VSP can be submitted to the Media Council, which must find an amicable solution or inform the parties of its opinion on the case.*
- *The appropriateness of the measures taken by VSP will be assessed through mechanisms established by the Media Council*



Media literacy (Article 33a of the AVMSD)

- *The advisory board of the Media Council is responsible for organising information events and training sessions on media use and regulation.*

For more info, take a look at the [AVMSDatabase](#) and [country table!](#)